

## USE OF WORDS OR TRADE-NAMES IN PERFINS

Since there was no objection on the part of the authorities to the use of the full name on underprinted stamps it seems quite probable that, with the inception of punctured issues, the continuance of such a practice would be quite permissible. Indeed, we find several of the earlier users of perfins having dies with their full names. It is probable, however, that the number of pins required and the corresponding number of holes to receive these pins in the matrix made the cost of such dies much dearer, so that many firms were content with the use of their initials.

Just when full name dies ceased to be made, to conform with postal regulations, is not certain, but it seems likely that the Post Office, becoming aware that such dies were tantamount to using the post for advertisement, issued instructions that no further dies were to be made in the form of full names, trade marks, etc., but did not ban the use of existing dies.

There is ample evidence that several new dies containing full names appeared between 1902 and 1912, but I have no evidence of any later than that date which would appear to suggest that the order became effective about 1912.

Firms already having existing name-dies have been fully conscious of their potential advertising value and have jealously guarded them, although some were destroyed by enemy action in World War II. When dies have become incapable of further use they have been replaced by dies having initials only. It is always possible, however, that a few firms have had facsimile dies made abroad to reproduce their original dies and so to avoid having to change to initial-dies.

The list which follows contains all known dies in which a name or full word has been used. It is possible, in some cases, that it is merely coincidence which makes a set of initials into a word and, pending identification, these are merely tentative listings. Some of the words listed are merely abbreviations of longer names and some are accepted trade-names.

I have listed all names under both the first initial of the die and under the first letter of the surname. Thus J/Smith appears both under "J" and under "S", with the initial "J" in brackets.

Dies which were in use prior to 1881 are shown with the following sign (+) while those dies which exist in two or more types are indicated thus, †. Only proven identifications have been shown although many others could be guessed at.

I have left an interval between each alphabetical letter so that any additions may be made subsequently by readers.

<u>NAME</u>	<u>IDENTITY</u>	
Ada		
Adam	J&J Adam, Ltd., London.	(+) Ø
Adol		
Aid		
A.I.R.	Avon India Rubber Co., Ltd. Melksham, Wilts.	
Ajax		
Aje		
Alb	Albion Insurance Co., Ltd., London.	
Alm }		
AL/M }	Associated Lead Manufacturers Ltd., Chester.	
Amp }		
A.M.P }	Australian Mutual Provident Society	
Ard		
Argus	Argus (South African) Newspaper, Ltd., London.	
Arrol	Arrol Brothers, Glasgow.	
Art		
Ash/&/Co.Ltd.		
Atlas/Bilston		
Aur		
Aux	Army Auxiliary Co-operative Society, London.	Ø
Avery		
Ayre		

Bass	Ratcliff & Gretton, Ltd., Burton-on-Trent.	(+) Ø
Batty/&Co.		
Beavis		(+)
Benn		
B.Hyam/&/Son. (in arc)		(+)
Bibby	J. Bibby & Son, Ltd., Liverpool.	
Biggs		
Biclam		
Bird		(+)
Bird/co		(+)
Birk/Beck	Birkbeck Bank, Ltd., London.	Ø
Bla/key	Blakey's Boot Protectors, Ltd, London.	Ø
Bliss		
Block		
B&N/Line	Bibby & Northern Lines, London, E.C.1.	
Borwick		
Bouck		(+)
Bos }		
B.O.S }	Barry, Ostlere & Shepherd, London.	
B/O/S }		

<u>NAME</u>	<u>IDENTITY</u>	
Bovey		(+)
Bovy		
Box (I)		
Broil		
Brook		
Bryce		(+)
Bunn		
Butt		
Caine		(+)
Cal/Ins	Caledonian Insurance Company, Edinburgh.	
Cam/Rys	Cambrian Railways	(+) Ø
Cannon	The "Cannon" Hollow-ware Co., Ltd., Bilston.	
Carr	Carr (Biscuits) of Carlisle Ltd.	
Carter	Carter Tested Seeds Ltd., London, S.W.20.	Ø
Car/ter }		
Cash/ & Co	Cash & Co., Ltd, Cork.	
Cave		
Century	Century Insurance Co., Ltd., Edinburgh.	
C.Fry/ & Co.		(+)
Chubb	Chubb & Sons, Lock & Safe Co., Ltd. London, W.1.	
Ci/ty }	The City Bank Ltd., London.	
City/Bk }		
Cleeve		
Coal		
Coats (J.P.)	J&P Coats Ltd.	
Coli....		
Cori....		
Cory	Wm. Cory & Son Ltd., Cardiff.	Ø (+)
Cory/C }		
Cory/L	Cory Brothers Co., Ltd., London, S.E.16.	Ø
Cowan		
Cox	Cox & Co., Ltd., Bankers. London, W.C.2.	(+) Ø
C/O/X }		
Cramer	J.B. Cramer & Co., Ltd. London, W.1.	(+) Ø
Cramer/ & Co. }		
Crisp		
Cue		
Currie		(+) Ø
Curtiss	Curtiss & Sons Ltd. Portsmouth.	
Czar	C. Czarnikow Ltd. London.	

<u>NAME</u>	<u>IDENTITY</u>
Daleco	Coalbrookdale cc., Ltd. Coalbrookdale.
Daukes	
Delius	Daniel & Rudolph Delius Ltd. Bradford, Yorks.
Dex	
Dex/Co	
Dixon	
Dock/rell	
Dove/& Co	
Dover (RD)	
Down	
Dray	
Druce	Druce & Co., Ltd. London, W.
Duff	
Duncan	
Dunlops	Dunlop Pneumatic Tyre Co., Ltd. Birmingham.
Dunn	G.A. Dunn & Co., London, N.W.1.
Echo	
Ede	(+)
Edi/swan	Edison & Swan Electric Light Co., Ltd.
Eley	Eley Brothers Ltd. London. (Cartridge makers)(+) }
Ely	
Emu	The Emu Wire Co., Ltd. London, E.3.
E.Pink	E & T Pink Ltd. London, S.E. (+)
Esso	The Esso Petroleum Co., Ltd.
E&T/Pink	E & T Pink Ltd. London, S.E.
Etna	Etna Iron & Steel Co., Glasgow.
Eu'p'n/Mail	"European Mail" (Obsolete financial journal) (+) }
Evans/&Co. (Rd)	(+)
Fiso	Fison's Ltd. London. (Fertilizers)
Flour	
Force/Food	A.C. Finken & Co., Ltd. London, W.C.1.
Ford	Ford Motors Ltd.
Fox	G.C. Fox & Co., Ltd. Falmouth, Cornwall. (+)
Fry	(+)
F.R.Y	
FRY/&/SONS	J.S. Fry & Sons Ltd. Bristol. (+)
FR/Y	
Fry/&Co	

<u>NAME</u>	<u>IDENTITY</u>	
Gale		
Game		
Gaz		
Giddy		
Globe		
Glyn	Glyn Mills Co., Ltd. (Bankers). London.	(+)
Gottschalk		
Grand		
Grange		
Graphic		
Gratrix		(+)
Guild/&Co.		(+)
Haca & Co.		(+)
Hare		(+)
HB Soap	Hudson Brothers Ltd.	(+)
Heal	Heal & Sons Ltd. London	(+)
Hearn		
Heat (in 6 pointed star) )	Jones & Attwood Ltd.	
Heat )	Stourbridge.	
Hertz		
Heth		
Hill/&/Sons	Wm. E. Hill & Sons Ltd. London, W.1.	
Hitchings Ld		
H/Lebus	Harris Lebus Ltd. London.	
Hood	Hood's Ltd. Birmingham.	
Hoyles		
Huber		
Hurley		
Hurll	Peter & Mark Hurll Ltd. Coatbridge.	
Huth	Frederick Huth & Co., Ltd. London.	(+)
Hutton	J. Hutton & Son Ltd. London.	(+)
Hyam	) B. Hyam & Son Ltd.	(+)
Hyam/&/Son (B) in arc )	London.	(+)
Hyam (M&S)		

<u>NAME</u>	<u>IDENTITY</u>	
I/Box/Co	Ipswich Box Co.	
Ide	T&W Ide Ltd. London, W.1.	
Idris	Idris Ltd. London, N.W.1.	
Indo		
Invention (in arc)	The Patent's Office. London, W.C.2.	
Irvine		(+)
Jaffe	Jaffe Brothers & Co., Ltd. Dundee.	(+)
Jays	Jays' Furnishers Ltd. London, W.1.	
J/Box		
J/Smith	John Smith's Tadcaster Brewery Ltd.	
Joe/&Co		
J.P/Coats	J&P Coats Ltd. (Cottons)	
J/White		(+)
Keen		
Keen/&Co	Keen Robinson & Co., Ltd. London.	(+)
Kent	G.B. Kent & Sons Ltd. London, W.1.	(+) Ø
Kessler	Kessler & Co., Ltd. Bradford, Yorks	
Kuhner		(+)
Lacy	Lacy & Son. Smithfield, London. (Wholesale Butcher)	
Laf/aye/tte	Lafayette Galleries. Regent St., London.	
Lang		(+)
Leaf		
Lebus (H)	Harris Lebus Ltd. London.	
Lee		
Letts	} Letts (Diaries) Ltd. London.	(+)
Letts/London		
Levy		(+)
Ley		
Light		(+)
Line	John Line & Sons Ltd. London, W.1.	
Line (B&N)	Bibby & Northern Line Ltd. London.	
Lloyds	Lloyds. Lime Street, London, E.C.3.	
Loane		(+)
Lucy		
Lyon/&/Hall	Lyon & Hall Ltd. Brighton.	
Lyons	J. Lyons & Co., Ltd. London.	

<u>NAME</u>	<u>IDENTITY</u>	
Main	R&A Main Ltd. London, N.18.	
Maple	Maple & Co., Ltd. (Furnishers), London.	(+) Ø
Maw		(+)
M/a/y		
Maza	Mazawattee Tea Co., Ltd	
Mc/Call		
Mercy		
Miller	Miller, Son & Co., Ltd.	
Minton	Minton China Works Ltd. Stoke-on-Trent.	
Moon/Rt.St.	Moon Ltd. Regent Street, London.	(+)
Moss	H.E. Moss & Co. London, E.C.3. (also Newcastle & Liverpool)	Ø
Moy	Thomas Moy. Colchester.	
M. Rose		(+)
Mr. Streeter (in arc)		(+)
M&S/Hyam		
Myers		

Nairn	Michael Nairn & Co., Ltd. Kirkaldy	
Nes	The Nestle Co., Ltd. London, S.E.16	
Nol/is/co/hn (4 sides of square)	Nicholson	(+)
Night/Mail	Short lived and obsolete financial journal. A sister paper to "European Mail"	(+)
Nops		

Ocean	Ocean Accident Assurance Co., Ltd. London, E.C.3.	
Oetzmann	Oetzmann Ltd. (Furnishers). London.	
Orr		
Oslin		
Oyez	The Solicitors' Law Stationery Society.	
Ozo		

Page	Charles Page & Co., Ltd. London, S.W.1.	
Pai.....	("Carpet die" over several stamps in oval)	(+)
Pale/thorpe	Palethorpe's Ltd. Tipton, Staffordshire.	

NAMEIDENTITY

Pantin		
Paul		
Pax		
Pears	Pears' Soap Ltd. London.	Ø
People	"The People" Odham's Press Ltd. London, W.C.2.	
Pim		
Player	John Player & Sons ltd. Nottingham.	
Pochin		(+)
Poly	Polytechnic. London, W.1.	Ø
Potter	The Walpaper Manufacturers Ltd. Darwen, Lancs.	
Print.		
Ralli (Script)	Ralli Brothers. London, E.C.4.	(+)
Ram		
Rase		
Rates		
Rd/Evans/& Co		(+)
R.D/Dover		
Rigby		
Rock		
Ropner	Ropner Shipping Co., Ltd. West Hartlepoons.	
Rose/&Co		(+)
Rose (M)		
Rown/trees	Rowntree & Co., Lyd. York.	
Rylands	Ryland Brothers Ltd. Warrington, Lancs.	
Sage	Frederick Sage & Co., Ltd. London, W.C.1.	
Salt	Sir Titus Salt, Sons, & Co., Ltd. Saltaire, Shipley, Yorks.	(+)
Sa/il	Scottish Accident Insurance Co., Ltd. Edinburgh.	
Sall.....		{+}
Sanders/& Son/Bath		{+}
(also in embossed form)		
Sands		
S.C/Dock/Coy		{+}
Scott/Bros		{+}
Sell		
Silva		
Singer	Singer Sewing Machine Co., Ltd. London, E.C.1.	



<u>NAME</u>	<u>IDENTITY</u>	
Sir/JB/Ltd		
Sla/ter		
Smith		
Smith (J)	John Smith's Tadcaster Brewery Ltd.	
Soap (HB)	Hudson Brothers Ltd.	(+)
Spero	Richard Hawarth & Co., Ltd. Manchester.	
Spencer		
Spiers		
S'Sea/Cpn	Swansea Corporation.	
Story		
Stott		
Stott/&Co		(+)
Streeter (Mr)		(+)
Sugg		
Sutton/Reading	Sutton & Sons Ltd. Reading	Ø
Suttons		
Sutton/& Sons	Sutton & Sons Ltd. Reading.	Ø
T/a/n	Thompson Newspapers, South Africa (Pty) Ltd.	(+)
Tite		(+)
Travers	Joseph Travers & Son. London, E.C.	(+)
Tucke/Bros		(+)
Turner (W)		(+)
Tuthill		
Tuthill/London		
TV/&/Sons	Thomas Venables & Sons Ltd. London, (Whitechapel)	
Univ/Corr/Coll	Universal Correspondence College. London.	
Wade	Richard Wade, Sons, & Co., Ltd. Hull.	(+)
Wand		

<u>NAME</u>	<u>IDENTITY</u>	
Was/&Co	W.A. Sparrow & Co., Ltd. London, E.C.1.	
Watts		
Weir		
Wells/&Co		(+)
Wey/Ltd )	W.E. Yates Ltd. Bramley, Leeds.	
Wey/Ld )		
Wheen		
Whelan		
Whiteley	William Whiteley Ltd. West Kensington, London.	(+)
White (J)		(+)
Wild		
Wilks/Bros		(+)
Will		
Willing )	Willings' Bill Posting Service. London, W.C.1	(+)
Wil/ling		
Willis		
Wills	W.D. & H.O. Wills Ltd. Bristol.	Ø
Withy		{+}
W./Turner		{+}
Wye		{+}

Yale	Yale Lock Co., Ltd. London.
Yost	Yost Typewriter Co., Ltd. London.